



Creating Maximum Exposure

CASE STUDY: Floor & Decor, Richmond, VA

Prominent, Eye-Catching Signs Essential

Code restrictions related to sign area usually involve the calculations of the area of the sign graphics as opposed to the sign's structural elements. Therefore it's possible to add mass to new or existing signs and still stay within the local building codes.

Such was the case with the new signage we designed, fabricated and installed for Floor & Decor in Richmond, in partnership with S.L. Nusbaum Realty Company. The store's location that occupied a former K-Mart across from the Reynolds Development used to be the big retail hotspot in the area but had been vacant for at least three years prior to Floor & Decor's move into the building this year.

Prominent, eye-catching signage was essential because of their prime location at the busy corner of W. Broad Street and Glenside Drive, and also because Wal-Mart's new Reynolds Crossing store nearby would soon be drawing even more traffic in front of their store. Plus, Floor & Decor was a new player in the Richmond area, so they needed effective branding of the building and site to help get their name out quickly to potential customers.



Adding Mass While Staying Within Code NEW PYLON SIGN

The old K-Mart pylon sign was a single pole type with a sign on top. Holiday Signs removed the old sign and replaced it with a two-pole pylon with decorative pole covers on a large base to offer more visual mass. Also, due to the growing traffic count at the corner, the new pole structure was engineered for adding an electronic message center at a later date, with steel framework in place to accommodate a new digital sign once the other half of the building is leased.

There was also a smaller sign located at another entrance that needed visual enhancement. We raised the small sign by constructing a large masonry base to make it more visible to traffic passing by on Broad Street. "It was an exciting project," said Carter Thompson, Holiday Signs' project manager who handled all the signage details. "They all love the signs," Carter said.



RAISED MONUMENT SIGN

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"Their busy corner location and the near-term opening of a new Wal-Mart store placed their need for big, bright, noticeable signs high on their priority list."